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aVinci Premieres myMovieProducer at PMA Convention New Industry Form Factor Greatly Simplifies the Creation of Personal Photo DVD Productions

myMovieProducer offers consumers a desktop application, available through retailers, to create high quality themed DVD movie productions using personal digital photos.

LAS VEGAS, NV– January 31, 2008 - [Sequoia Media Group, LC](#) (Sequoia), developer of the [aVinci® Experience](#) product line, announced the launch of [myMovieProducer™](#) at the [Photo Marketing Association \(PMA\)](#) 2008 International Convention and Trade Show in Las Vegas, NV. myMovieProducer is the photo industry's first "on-the-shelf" product of its kind that offers an easy to use, automated process to transform personal digital photos into professional quality, themed DVD movie productions.

"myMovieProducer is a revolutionary solution designed for today's digital photo consumer," stated Chett Paulsen, president and CEO at Sequoia. "The needs of the digital camera user are changing. Users want the spontaneity and immediacy that myMovieProducer provides. Our affordable, easy to use product generates results that rival professional productions that typically cost hundreds of dollars to produce. A typical myMovieProducer DVD can be completed in mere minutes."

myMovieProducer's patent-pending technology offers a user friendly experience that requires no complicated software, artistic skills or training to produce a professional quality DVD movie production. Users purchase the theme or style they want and after loading myMovieProducer's application on a personal computer, they simply:

- 1) Choose their desired personal digital photos
- 2) Add a title
- 3) Submit the order via Internet connection

myMovieProducer does the rest. The finished DVD movie is received in the mail within days—complete with a personalized DVD case cover, DVD label, and thumbnail insert. The MSRP for the myMovieProducer kit is \$29.99, which

includes one finished DVD production, a matching printable themed 8" x 10" mini poster, and a sharable electronic mini movie. The computer application also provides a patent-pending Photostory Card that guides consumers step-by-step through capturing the right images that allow them to tell a compelling story and capture the memories of their special occasion.

During 2008, myMovieProducer plans to offer a wide variety of specialized themes, including "*Travel Destinations*," "*Wedding*," "*Baby Boy*," "*Baby Girl*," "*Sports Highlights*," "*Achievement*," "*The Polar Express Christmas*," and two special music video themes set to licensed popular music: "*On Stage*" featuring "*We're All In This Together*" from the "*High School Musical*" soundtrack and "*In Concert*" featuring "*Best of Both Worlds*" from the "*Hannah Montana*" soundtrack.

In addition to movie productions, myMovieProducer also offers companion themed posters and photo books for purchase. By using prebuilt templates, myMovieProducer makes professional quality personal products attainable by everyone, at a reasonable price. For photo retailers, myMovieProducer provides a new, sustainable revenue opportunity.

myMovieProducer will be available immediately through leading photo retailers including big box retailers, photo labs, drug stores, online photo websites and wholesale membership clubs. For more information, visit www.mymovieproducer.com.

About Sequoia Media Group, LC

Sequoia Media Group, LC, based in Draper, Utah, is revolutionizing the way life events and memories are shared and preserved. Sequoia Media Group developed the aVinci Experience to simplify and automate the process of creating professional-quality multi-media productions using personal photos and videos. This technology delivers a complete, refined production – not a complicated software tool requiring time and training to execute. For more information, visit www.sequoiamg.com.

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